

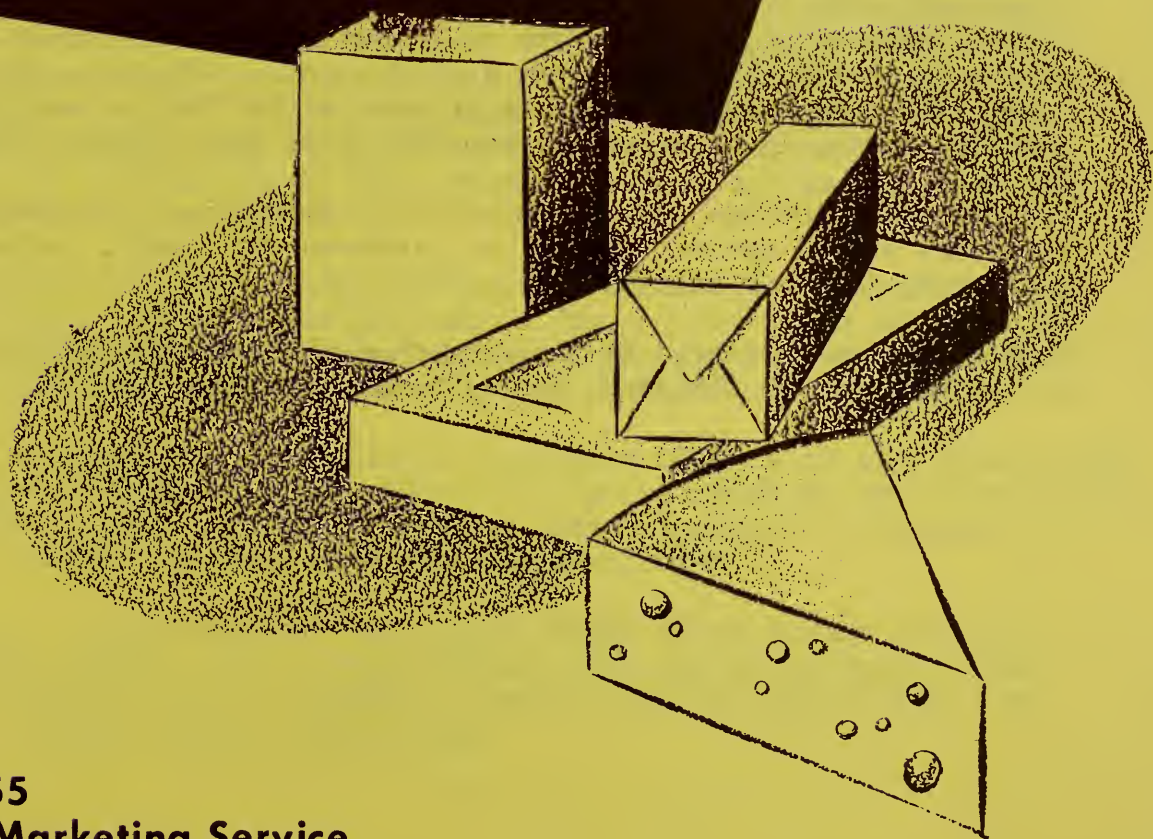
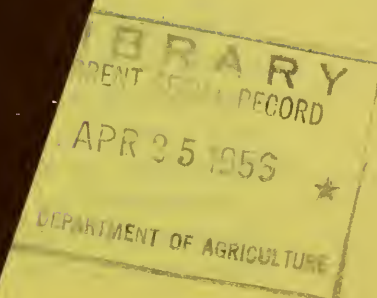
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# Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, October 1955



HPD-17

December 1955  
Agricultural Marketing Service  
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

## PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.



HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY  
MILK SOLIDS, AND MARGARINE, OCTOBER 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

Butter purchases by United States householders during October 1955 were greater than in the same month a year earlier for the 19th consecutive month. Margarine purchases by householders, which had been larger than a year earlier during each month in the period October 1954-September 1955, were somewhat smaller in October 1955 than in October 1954. Householders also continued to report larger purchases of natural cheese products during October 1955, but smaller purchases of processed cheese products than a year earlier. Cottage cheese purchases for household use were down about 3 percent in October 1955 compared with October 1954. Purchases of nonfat dry milk solids for home use were up about 14 percent this October compared with October a year ago.

Total purchases of butter for household use during the 4-week period of October 1955 were reported at 66 million pounds, a gain of about 3 million pounds, or 4 percent, over purchases in October 1954. The percentage of all families buying butter--46 percent--in October 1955 was about one percentage point above a year earlier. This reported percentage of all families buying butter was relatively stable during the first 10 months of 1955 and was about 5 percent above the corresponding period of 1954. The reported average size of purchase of butter per buying family--about 1.1 pounds--in October and in the several preceding months was about the same as a year earlier (table 1).

Butter purchases by householders during the 7-month period April-October 1955 were about 6 percent greater than in the corresponding period a year earlier. In the past dairy marketing year April 1954-March 1955, these purchases had been 13 percent above the previous year.

Purchases of butter for household use increased about 3 million pounds from September to October this year, about the same increase as was shown between these months in 1954. In 1953, however, butter purchases for household use during October declined from the preceding month.

Consumers in this survey reported paying almost 68 cents per pound for butter during October 1955. This October price was fractionally higher than that reported for the preceding month but was slightly lower than the price reported during October 1954.

Margarine purchases for household use during October 1955 were estimated at almost 98 million pounds, about 1 million pounds less than in October 1954. About 59 percent of all families reported purchases of margarine during October 1955 compared with 62 percent a year earlier. The percentage of all families buying margarine has declined in recent months while the comparable figure for butter has remained stable. Those families buying margarine continued to report purchases of larger average size than in the same months of 1954; however, for both margarine and butter, families buying reported less frequent purchases (table 2).

For the period April-October 1955, household purchases of margarine were estimated as almost 7 percent larger than in the corresponding period of 1954. In the 12 months ending March 1955, margarine purchases for home use were reported 3 percent larger than in the 12 months ending March 1954.

Margarine purchases for household use in October 1955 were about 6 million pounds higher than in the preceding month compared with an increase of about 11 million pounds from September to October last year. In 1953, purchases of margarine in October had been somewhat lower than in the previous month.

The average price paid for margarine in October 1955 by families reporting in this continuing survey was 24.7 cents per pound. This October 1955 price for margarine was down about one-half cent per pound from the preceding month and 1.5 cents from the October 1954 price.

About 18 percent of all families reported buying both butter and margarine in October 1955, compared with about 20 percent in the same month last year. The percentage of all families buying neither butter nor margarine this October was reported at 13 percent compared with 12 percent in October 1954.

Total household purchases of natural and processed cheese (purchased weight basis) in October 1955 were estimated at 50.1 million pounds, compared with 52.8 million pounds a year ago. The total for October of this year reflected a gain of 2.1 million pounds in natural cheese purchases but a drop of 3.8 million pounds in processed cheese purchases. The division of the total of natural and processed cheese purchases in October 1955 was about 58 percent natural and 42 percent processed, while in October a year ago it had been 53 percent natural and 47 percent processed.

Natural cheese purchases by householders during October 1955 were reported at 29.0 million pounds, about 4 percent more than a year earlier. Consumers reported larger purchases of all types of natural cheese products this October compared with October 1954, with the most marked gain in purchases of "other" varieties, which includes specialty and foreign types. For April-October 1955, total natural cheese purchases were reported about 8 percent greater than in April-October 1954 (table 4).

Total processed cheese purchases--including processed cheese, cheese spreads, and cheese foods--for household use in October 1955 were reported



at 21.2 million pounds, down about 15 percent from the level of October 1954. The decline has been most noticeable for cheese foods, of which purchases have been about 40 percent less than a year earlier. Purchases of processed cheese during April-October 1955 were down about 10 percent from the same period in 1954, while purchases of cheese spreads were up about 10 percent (table 5).

Cottage cheese purchases, not included in the totals above, were reported at 31.8 million pounds in October 1955 compared with 32.8 million pounds in October 1954. Purchases of cottage cheese for household use during the 7 months April-October 1955 were reported close to the level of a year earlier.

Purchases of cottage cheese for home use declined about 600 thousand pounds from September to October this year, in contrast to an increase of about 1 million pounds from September to October 1954. Prices reported paid for cottage cheese--21.3 cents per 12-ounce unit--were unchanged from both a month earlier and a year earlier. Householders continued to report buying slightly more cottage cheese per purchase this year than a year earlier (table 6).

Household purchases of nonfat dry milk solids during October 1955 were reported at 12.3 million pounds, a gain of 1.5 million pounds over a year earlier. Although the gain this October in household purchases of nonfat dry milk solids was substantial compared with last October, it was below the gains reported each month during the April-September period. For the 7 months April-October 1955, purchases of nonfat dry milk solids for home use were about 23 percent greater than in the corresponding period of 1954.

Consumers in this survey reported paying 38.7 cents per pound for nonfat dry milk solids in October 1955. This October price was unchanged from the preceding month and slightly above the price reported paid in October 1954. A year ago, prices advanced about 2 cents per pound from September to October. The average size of purchase by those families buying nonfat dry milk solids was somewhat greater in October this year than a year earlier. In the preceding 6 months, April-September 1955, consumers had reported making smaller average purchases than in April-September 1954 (table 7).

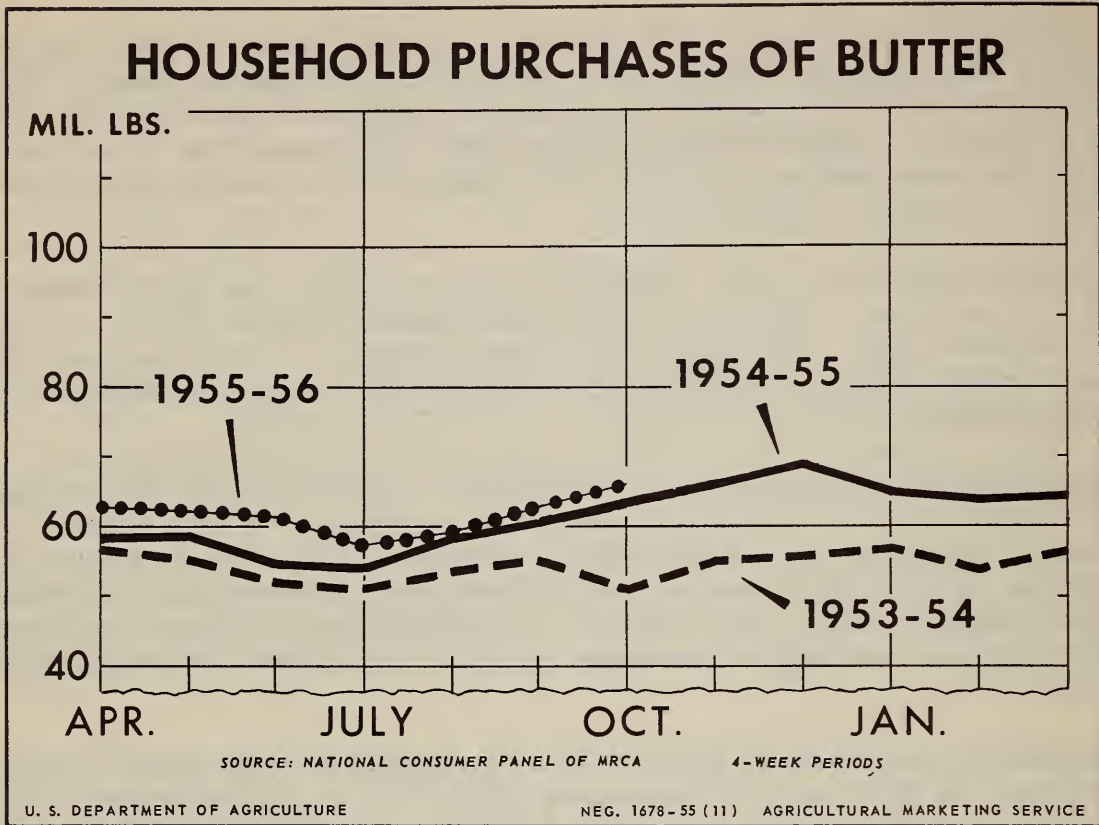


Figure 1

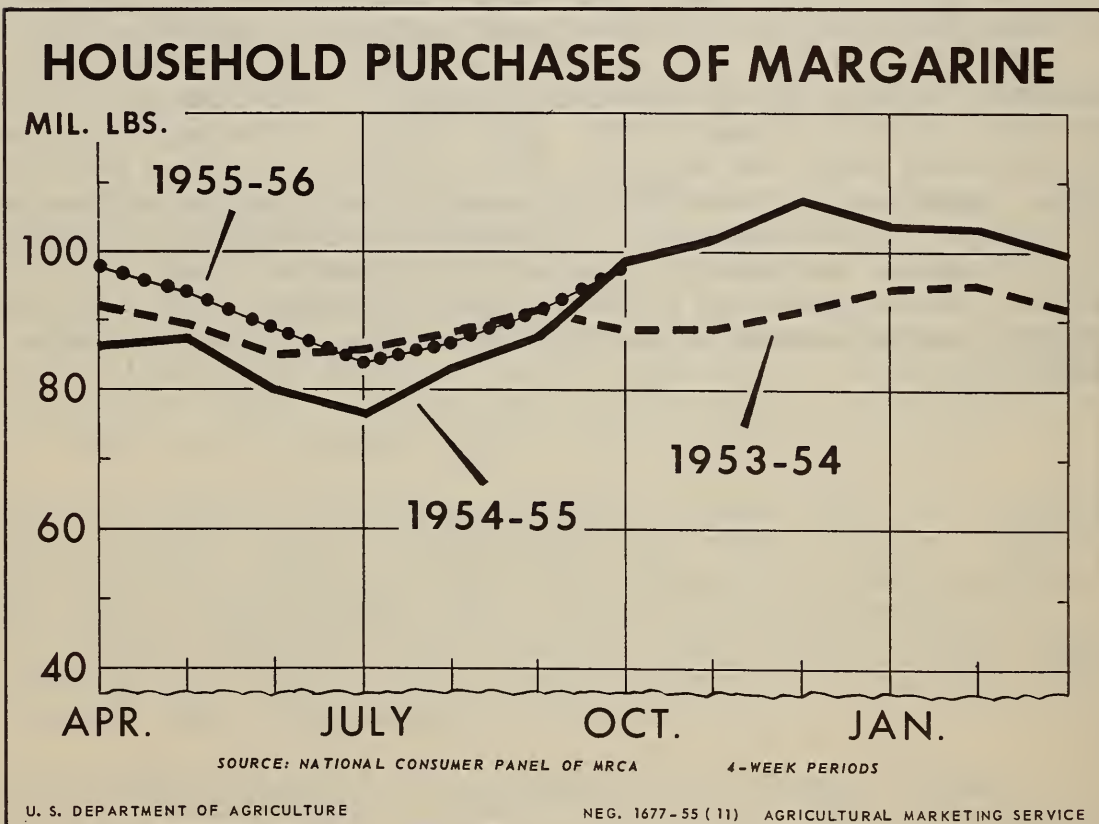


Figure 2



Table 1.--Butter: Household purchases and average price per pound  
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound  
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,  
U. S., 4-week period, October 1955

Type	Percentage of all families buying any type	Quantity purchased Average per purchase	Total	Per 1,000 population	Average price paid per unit
	Percent	Ounces	1,000 pounds	Pounds	Unit Cents
Natural					
American	x	13.4	17,870	110.8	Lb. 62.6
Swiss	x	9.8	3,780	23.4	Lb. 71.8
Cream	x	5.9	3,380	21.0	oz. 14.2
Other	x	8.9	3,930	24.4	Lb. 77.8
Processed					
Cheese	x	10.7	9,500	58.9	Lb. 60.4
Cheese foods	x	23.1	4,900	30.4	Lb. 43.2
Cheese spreads	x	16.3	6,750	41.9	Lb. 48.7
	<u>1/</u> 58.0				
Cottage cheese	--	15.9	31,840	197.5	12 oz. 21.3

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.



Table 4.--Natural Cheese: Household purchases and average price,  
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----	14,860	14,160	3,450	3,120	2,990	2,500	2,540	2,950
August-----	15,700	15,010	3,450	2,940	2,830	2,310	2,990	2,940
September-----	16,860	16,140	3,630	3,520	3,120	2,790	3,340	2,950
October-----	17,870	17,280	3,780	3,640	3,380	3,370	3,930	3,520
November-----		16,950		3,100		3,670		3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
Average price paid								
Per pound						Per 3 oz.		
American		Swiss		Other		Cream		
1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----	63.9	63.0	75.9	75.0	78.2	74.0	14.2	14.4
August-----	63.9	62.9	73.8	75.1	76.4	76.1	14.1	14.4
September-----	63.2	62.0	72.7	74.2	79.6	77.2	14.1	14.2
October-----	62.6	62.0	71.8	72.7	77.8	77.4	14.2	13.7
November-----		62.8		74.9		74.7		13.5
December-----		63.0		75.1		81.9		13.9
January-----		63.3		72.0		75.8		13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed cheese: Household purchases and average price,  
U. S., 4-week periods

Period	Purchases					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	9,010	10,740	5,240	9,110	6,410	5,670
May-----	9,640	10,670	4,930	9,020	6,400	6,290
June-----	9,940	10,330	5,210	9,420	6,970	5,450
July-----	9,090	9,900	4,640	7,960	5,940	5,170
August-----	8,820	9,940	4,100	7,580	5,890	5,710
September-----	9,190	10,460	4,560	8,090	6,970	6,000
October-----	9,500	10,000	4,900	8,160	6,750	6,790
November-----		9,660		6,360		6,050
December-----		9,210		6,210		6,130
January-----		10,020		6,970		7,920
February-----		10,700		7,250		8,350
March-----		10,380		6,340		7,800
Average price paid per pound						
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
April-----	61.5	60.9	45.0	47.1	51.0	57.9
May-----	60.4	60.6	44.7	45.8	50.7	52.0
June-----	59.3	61.2	44.2	45.8	50.6	54.3
July-----	60.8	61.5	44.7	46.7	49.9	53.9
August-----	60.8	61.2	44.7	46.6	49.8	51.9
September-----	60.7	60.1	43.3	45.5	50.8	51.9
October-----	58.9	61.2	30.4	44.8	41.9	52.1
November-----		61.1		44.5		53.7
December-----		62.0		46.1		55.6
January-----		61.4		44.9		51.8
February-----		61.4		44.2		49.8
March-----		60.9		44.1		49.9

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Table 6.--Cottage Cheese: Household purchases and average price,  
U. S., 4-week period

Period	Purchases		Average price paid				Size of average purchases	
			Per 12 oz. unit for all purchases		Per actual 12 oz. unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----	33,030	34,300	21.0	20.9	22.9	22.7	16.3	15.9
August-----	31,650	32,820	21.2	21.2	23.4	23.0	16.2	15.7
September-----	32,440	31,720	21.3	21.1	23.2	22.8	16.0	15.7
October-----	31,840	32,780	21.3	21.3	23.4	23.0	15.9	15.5
November-----		32,940		21.4		23.1		15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid					
	Average per purchase		Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----	20.5	23.5	12,140	9,560	75.8	60.1	39.7	36.4	35.8	34.8
August-----	20.0	22.6	11,720	9,410	73.1	59.1	39.6	35.5	35.9	33.7
September-----	20.8	22.0	12,230	9,910	76.3	62.3	38.7	36.7	34.9	34.1
October-----	21.3	20.6	12,330	10,850	76.5	67.7	38.7	38.3	35.4	35.0
November-----		20.3		10,650		66.5		38.5		35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		19.9		12,350		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

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